









# **Cover Story**

Dairy, Livestock & Poultry Expo 2017, 4thInternational Exhibition and Conference on Agriculture Industry was organized during 14-16 June, 2017 at Kenyatta International

Conference Center (KICC) Nairobi, Kenya. This exhibition on Dairy, Livestock & Poultry Technology was organised by Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya; jointly with Radeecal Communications. India. The DLP Expo witnessed more than 10,500 visitors from entire Africa and abroad. This dynamic event was designed for Dairy, Livestock & Poultry farmers, Dealers/Distributors, Government employees and for everyone who are willing to take The Next Giant Leap in Dairy, Livestock & Poultry Farming Industry.

The DLP Trade Show in Kenya was inaugurated by H.E. Mr. Willy Bett, Cabinet Secretary, Ministry of Agriculture, Livestock & Fisheries, Republic of Kenya, along with H.E. Mr. Henry Rotich, Cabinet Secretary, The National Treasury in Kenya on 14 June 2017. The Indian Pavilion in the exhibition was inaugurated by H.E. Ms. Suchitra Durai, Indian High Commission to Kenya.

Agritec Africa 2017 was open for the visitors for three days. Visitors from entire Kenya had visited the exhibition for the empowerment of the Agricultural Industry.

This year, 4th Edition of Agritec Africa 2017 was also organized as a concurrent event.









# Ministerial Conference on Global Open Data for Agriculture and Nutrition

The conference focused on "Catalyzing Agricultural Transformation for Inclusive Growth" under the theme "Harnessing the demographic dividend through investment in food and nutrition data." The Conference was

co-convened by the Government of Kenya, Radeecal Communications and GODAN Secretariat. The conference had invited 1,000 high level participants, led by Ministers for Agriculture from 100 countries, private sector, academia, think-tanks, civil society, youth organisations, research networks and development practitioners, the United Nations and multilateral institutions especially the African Development Bank (AfDB), UN Economic Commissions for Africa, Asia and Latin America, the African Union Commission, Africa's Regional Economic Communities (RECs) and international organizations.

The high-level meeting underlined the need to make agricultural and nutritional data available, accessible, usable and unrestricted in order to facilitate planning in agriculture. This, they noted, will increase opportunities of data-driven agricultural growth for posterity. Delegates in the conference which was hosted by the Ministry of Agriculture, Livestock and Fisheries, included several Agriculture Ministers from Africa, Exceutive Director of Godan Andre Laperriere, President of the Alliance for Green Revolution in Africa (AGRA) Dr. Agnes Kalibata, academicians, researchers and private sector entrepreneurs.

This year, 4th Edition of Agritec Africa 2017 was also organized as a concurrent event.







# Ministerial Conference on Global Open Data for Agriculture and Nutrition

The Ministerial conference seeked to mobilize high level political support to ensure availability, accessibility and usability of data for agricultural planning and decisionmaking in the global south. More specifically, the conference seeked to:

- 1. Increase financial, human and technological capacities in the global south for agriculture and nutrition data;
- 2. Improve coordination of data for agriculture and nutrition across governments, private sector, and academia in the global south;
- 3. Harmonize policies that improve collection, coordination, use, dissemination of agriculture and nutrition data;
- 4. Provide a platform for peer-learning, co-creation and sharing of expertise/ practices on proven success on the use of quality data and standards for agriculture and nutrition;
- 5. Create opportunities for the adoption of youth driven agricultural innovations within the public sector to catalyse employment and wealth creation.
- 6. Facilitate networking and to showcase proven initiatives on open data for agricultural transformation.









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# **Important facts & Figures**

# Participating Countries: 21 Countries

China, Egypt, England, France, Germany, India, Iran, Israel, Italy, Kenya, Luthiana, Spain, Singapore, Thailand, Netherlands, Turkey, UK, Japan, Madagascar, USA, Uganda



Participating
Companies:

150 +

(More than
150 brands)



Visitors'
Countries:

25 + Countries



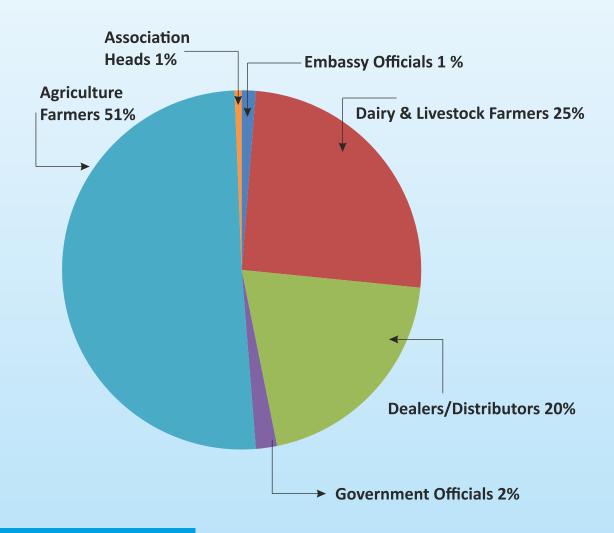
Total No. of Visitors:

More than 10,500





# DLP Africa Visitors by Field of Activity



# Visitor Profile

- Embassy Officials
- Dairy & Livestock Farmers
- Dealers/Distributors

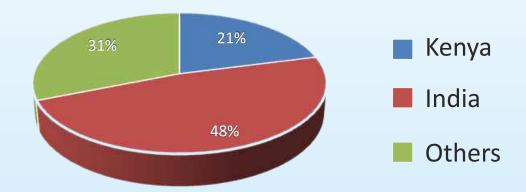
- Government Officials
- Agriculture Farmers
- Association Heads



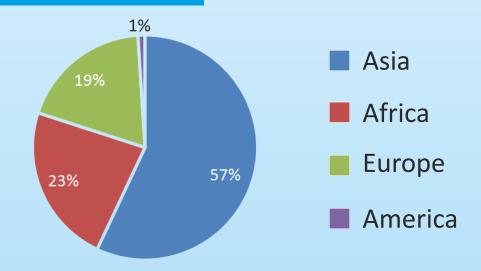


Center, Nairobi, Kenya

# Participant's Country Profile Chart Details



# Participant's Continent Profile Chart Details



# **International Participation**









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# High Dignitary Delegates talking about DLP Africa upon Facebook



National Treasury Kenya added 7 new















Center, Nairobi, Kenya

# Other Associations and Media Partners on Facebook



















# Other Associations and Media Partners on Facebook





Angela Fernando shared a link to the group, Global Cassava. Partnership for the 21st century.

November 17, 2016 Centro, Atlantico, Colombia J

Agritec Africa is a 3 day event being held from 14th June to the 16th June 2017 at the Kenyatta International Convention Centre (KICC) in Nairobi, Kenya, This event showcases product from Agriculture & Forestry industry.

The exhibitors of Agritec Africa will include Agri Ecology, Agricultural Building Contractors, Agricultural Machinery & Equipment, Agro and Food Processing, Aquaculture, Biotechnology, Fertilizers & Chemicals, Floriculture, Fork lift & Handling Equipment, Greenhouses, Horticulture, Irrigation and Water Technologies, Livestock & Dairy farming, Marketing & Export/ Import Services, Organic Agriculture, Plant Protection, Plasticulture, Post Harvest Treatment, Poultry-Precise Agriculture, R & D, Renewable Energy, Rural Development, Seeds, Nurseries & Plant propogation Materials, Small Ruminants, Software & Hardware, Veterinary, Turnkey Projects & Knowledge Transfer



? About Agriculture Expo in Kenya - About Agritec Africa

Agri Asia is a leading Agriculture Expo in Kenya which held once in a year. It attracts many visitors and Exhibitors around the world.Â

AGRITEGAFRICA COM











# **Print Media Promotion**



poultry news from around the world

















## **Print Media Promotion**















# **Print Media Promotion**























# **Print Media and Digital Media Promotion**

## **Newspaper Article on Agritec Africa**





ON GLOBAL OPEN DATA FOR AGRICULTURE AND NUTRITION



### Why we must invest in food and nutrition data



### Kenya must entrench use of data and innovation in agriculture

nya: Agricultural data has been a major challenge especially in developing countries.

### Will Open Data on Agriculture improve food security?



### FAO supports Kenya's lead role in promoting open data for agriculture





# **Event Promotion Strategies**

- News paper adverts
- Radio
- News Channels
- Social Media campaign
- Print Publication & Magazines
- Bulk Email & SMS

- Road Show
- Special Invitations to Dealers & Distributors
- Visitor mobilization form Various Counties of Kenya
- Online Media Partners





### Ministerial Conference on Global Open Data for Agriculture and Nutrition

### Keynote: Emmanuel Etim,

Executive Secretary, Pan African Center for Social Development and Accountability (PACSDA)

### Ms Sicily Kariuki,

Ministry of Public Service, Gender and Youth Affairs

### Neema Ward

Presentation on Global 4-H Movement

### **Dr Mary Kawar**

ILO Country Office for Tanzania, Burundi, Kenya, Uganda, Rwanda

### **Keynote: Mr Dibyakanta Nayak**

Reliance Foundation, India

### Mr. Willy Bett,

Cabinet Secreatry Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya

### Ms Fatma Ben Rejeb,

CEO Pan African Farmers Organisation (PAFO)

### Hon. George Boahen Oduro

Deputy Minister of Food and Agriculture, Government of Ghana

### Hon. Joy Kabatsi

Minister of Agriculture Animal Industry & Fisheries, Government of Uganda

### Dr. Gabriel Rugelema

FAO Representative - Kenya

### **Keynote: Dr. David Bergvinson**

Director General, ICRISAT

### **Dr Mamadou Biteye OBE**

Managing Director, Africa Regional Office, Rockefeller Foundation

### Roselynne Kihumba

Head of Partner Relations, HelpAge International

### **Professor Japheth Micheni Ntiba**

Principal Secretary, Fisheries & Blue Economy Ministry of Agriculture, Livestock and Fisheries, Government of Kenya

### Dr. Elizabeth Kimani

research Scientist, African Population and Health Research centere

# Closing remarks: H.E. Mohamed Bin Obaid Al Mazrowei

Minister of Agriculture & Forests Government of Sudan

Hosted by Kenya Association of Manufactures (KAM)

### **Keynote: Dr. Richard Lesiyampe**

Principal Secretary, Agriculture-Ministry of Agriculture,

Livestock and Fisheries, Government of Kenya

### Mr Irungu Nyakera,

Princiapl Secretary, State Department of Planning and Statistics, Ministry of Devolution and Planning government of Kenya

### Zachary Mwangi, Director General,

kenya National Bureau of Statistics, Government of Kenya

### **Tom Dienya**

State Department of Agriculture, Ministry of Agriculture
Livestock and Fisheries, Government of Kenya

### **Ambassador Dr. Amina Mohammed**

Cabinet Secretary for Foreign Affairs, Republic of Kenya

### **Dhairya Pujara**

Y-Center, USA

### Dr. Andrew K. Tuimur

Principal Secreatry, Livestock-Ministry of Agriculture,

Livestock and Fisheries, Republic of Kenya

### Hon Senzeni Zokwana

Ministry of Agriculture, Forestry and Fisheries, Government of South Africa





## Ministerial Conference on Global Open Data for Agriculture and Nutrition

### **Hon Faruk CELIK**

Ministry of Food, Agriculture and Livestock, Government of Turkey

### **Keynote: Dr. Ousmane Badiane**

Africa Director for the International Food Policy Research Institute (IFPRI)

### Mr. Willy Bett

Cabinet Secretary Ministry of Agric

### Dr. Joseph Sam Sesay CRSL,

Former Special Adviser, President of the Republic of SIERRA LEONE, National Coordinatior, Sierra Leone International Benchmarks System (SLIBS),

Office of the President State House, Freetown

### Dr. Agnes Kalibata

President Alliance for a Green revolution in Africa (AGRA)

### Dr. Godfrey Bahiigwa

Director of Rural Economy and Agriculture at African Union Commission

### Dr. Ibrahim Mayaki

Chief Executive Officer, NEPAD Agency

# **Keynote: Andre Jellema** Excecutive Director, GODAN

# Muchiri Nyaggah

Executive Director, Local Development research Institute (LDRI)

### Dr. Joseph Karugia

East & Central Africa Coordinator, ReSAKSS

### Kevin L. Sage

Agricultureal Counselor, Office of Agricultural Affairs,

Embassy of the USA

### **Keynote: Dr. Erick towett**

Spectroscopy Scientist, World Agroforestry Centre

### **James Craske**

Country Manager, Yara

### **Christry van Beek**

SoilCares Foundation Director

### **Kevin Mulvhill**

CEO, JSH International

### **Keynote. Dr mary Mathenge**

Director, Tegemeo Institute

### Mr. Wilfred Oluoch

Data Analyst, FAO Kenya

### **Zachary Mwangi**

Director General, Kenya National Bureau of Statistics, Government of Kenya

### Sonigitu Ekpe-Aji

Cross River State, Nigeria

### **Keynote: Edwin Macharia**

Managing Partner, Dalberg Development Advisors

### **Alison Root**

Country Expansion & Government Relations Manager One Acre Fund

### **Phyllis Wakiaga**

**CEO Kenya Association of Manufacturers** 

### **Dr. Paul Greener**

CEO, Africa Enterprise Challenge Fund

### Keynote: Mr. Joseph Mucheru

Cabinet Secretary, Ministry of Information, Government of Kenya

### Nico broersen

Managing Director, AgriPlace, Netherlands

### Sara Menker

CEO, Gro-Intelligence

### Cale Ettenberg,

**Product Manager FarmDrive** 

### **Charity Wayua**

Manager - Public Sector, IBM Research Afric





## Ministerial Conference on Global Open Data for Agriculture and Nutrition

### Eng. Abdel Moneim Ali Mahboub

Chairman of the Steering Committee of the Ministry of Agriculture, Animal and Marine Resources,

Government of Libya

### Keynote: Dr. Minha Rajput-Ray

Cambridge University

### Dr. Catherine Kyobutungi

Director of Research, Africa population and Health Research Centre

### Ms. Angela kimani

nutrition Officer at the FAO Sub-Regional Resilience Team for Eastern Africa

### **Gladys Mugambi**

Head-Human Nutrition and dietetics unit, Ministry of Health

Government of Kenya

### **Hon Omar Jallow**

Minister for Agriculture, Government of Gambia

### **Keynote: Sangita Dubey,**

Senior Statistician & team Leader, Economic Statistics,

Food and Agriculture Organisation (FAO)

### Ademola Braimoh, PhD

Coordinator, Climate Smart Agriculture Africa Region,

World Bank Group

### **Victor Kyalo**

PS State

Department of ICT, Government of Kenya

### **Secretary Jose Calzada Rovirosa**

Secretariat of Agriculture, Livestock, Rural Development, Fisheries and Food

### **Henry Rotich EGH**

Cabinet Secretary National Treasury, Government of Kenya

### Keynote: Kirinagai Kamau,

**CANIS** 

**Executive Director** 

### Dr. Robinson Mugo

Program Manager-SERVIR, Regional Centre for Mapping of Resources for Development (RCMRD)

### **Martin Macharia**

CABI, UK

### **Prof. Janssen Sander**

University of Wageningen, Netherlands

### **Dhairya Pujara**

Y-Center, USA

### **Chris Addison**

Senior Programme Coordinator, CTA, Netherlands

### Dr. Mulat Demeke

Senior Policy Officer FAO

### Hon. Marie Jalloh

Deputy Minister for Agriculture, Government of Sierra Leone

### Presentation of Outcomes Documents:

### Mr. Willy Bett

Cabinet Secreatry Ministry of Agriculture, Livestock and Fisheries, Republic of Kenya

### Sanyal Desai

CEO, Radeecal Commuications

### **Andre Laperriere**

CEO, Global Open Data for Agriculture & Nutrition (GODAN)

### Closing remarks: H.E. Hon William S Ruto

Deputy President, Republic of Kenya

### Amb. Ken Osinde

Chief of Staff, Office of the Deputy President Govenment of Kenya





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- KENYA MARINE
- KENYA SEED COMPANY LIMITED
- KN BIOSCIENCES INDIA PRIVATE LIMITED
- KOMECO B.V.





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- TEX BIOSCIENCES (P) LIMITED
- TEXEL INDUSTRIES LIMITED
- TIGSA TECNICA E INNOVACIONES GANADERAS S.A.
- TIRTH AGRO TECHNOLOGY PVT. LTD.
- TOP FARMER
- UNIKEYTERRA KIMYA TARIM DIS TICARET SAN. LTD.STI.
- URBAN PLASTICS ENTERPRISE( PLASTIC PUGLIA)
- URVARA BIO SCIENCES PVT. LTD.
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- XINXIANG HEXIE FEED MACHINERY MANUFACTURING CO.,LTD
- YARA EAST AFRICA LTD
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- YUVA AGRO SYSTEMS







# Thank You ....!

## **Media Partner**































For more details, Please contact:



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